

Bridging the Business-to-Consumer Divide: Follow the Leaders

10th National Green Power Marketing Conference
Austin, TX
October 25th, 2005



Who We Are



- Renewable Choice Energy is America's leading *grassroots* marketer of clean energy
- Corporate HQ in Boulder, CO
- Residential and Business clients in 36 states
- We **Build Demand** for Renewable Energy



New paradigm needed

- Market is maturing
- Are we truly connecting customers, values, and environmental impact with the mainstream?
- Value instead of price
- Need to communicate benefits to end consumers!



Follow the Leaders

Case Studies of wind energy pioneers:



- White Wave Foods
 - 3x Green Power Leadership Award winner
- Whole Foods Market
 - 2x Award winner



Best Practices = Communication

- Product and package labeling
- Educational and PR events
- Employee education
- Customer outreach
- Community involvement
- Press
- Displays
- Websites





**Journal Poll:
Udall Has
Wide Lead
Over Tucker**

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ALBUQUERQUE JOURNAL

WEATHERLINE SERVICE * FROM BIG OLDIES 98.5 FM 98.5-5151

SANTA FE • ESPAÑOLA • LOS ALAMOS • LAS VEGAS • TAOS • RATON

MONDAY
September 6, 2004

North
EDITION

More Take Advanced Classes

The Number of Hispanics Enrolling Also Rises

PAGE D1

PUBLIC WORKPLACE

• JOB POSTINGS

PAGE

4

Whole Foods Is Using Wind Power

Store Lives Up To Environment Oath

By PATRICK MILLER
For the Journal

TC Gritt is well aware of her employer's position as the largest natural foods retailer in the world.

Whole Foods Markets promotes itself as a leader in what Gritt calls

sustainable business and agricultural practices. Gritt, an assistant team leader for Whole Foods in Santa Fe, is always looking for ways the store can live up to its environmental commitment. For example, she installed recycling bins in the store, and she uses the market's wilted produce to feed neighboring prairie dogs. Gritt has taken that commitment a step further by having the store invest in wind power.

In May, the store became one of the first in the chain's Southwest region to

offset 100 percent of its energy usage with wind power, Gritt said. The source of most of that energy is Renewable Choice Energy in Boulder, Colo.

A banner touting the store's use of wind power hangs on the wall in the Whole Foods' customer service area. But because of the way energy flows in and out of the country's power grid, there is no way to tell if the store's electricity is actually generated by wind turbines, said Mike Lovewell, Renewable Choice Energy finance

director.

He likens the nation's power grid to a pool of energy. Tributaries from coal-fired plants, nuclear power plants and an assortment of alternative sources flow into the pool, Lovewell said. Wind makes up about 2 percent of the flow.

Whole Foods' purchase of wind energy is verified by certificates that guarantee the store's energy is wind-generated, Lovewell said.

The certificates have serial numbers and are tracked by an industry-

sponsored agency. They have no cash value, and the store cannot resell them. The certificates represent not dollars and cents, but "the environmental attributes" of wind farms, he said.

"You're not just buying electrons, you're buying blue skies, greater domestic energy security and a reduction in greenhouse gas emissions," he said.

See WHOLE on PAGE 2

Whole Foods Using Wind Power

from PAGE 1

The store does pay for the certificates. Money generated by the certificates helps subsidize wind energy, which

Lovewell said is generally more expensive than other types of power. Companies that tout their environmental credentials like wind power because it is generally considered cleaner and doesn't emit carbon dioxide, he said. The

certificates guarantee every kilowatt of mixed power used by the store is offset by an equal amount of wind power, Lovewell said.

"It's a way to offset the energy they use," he said by telephone from Boulder.

Most of the Southwest's energy comes from coal, which emits carbon dioxide when burned. Carbon dioxide is a greenhouse gas linked to depletion of the earth's protective ozone layer, he said.

Lovewell said offsetting the store's use of conventional energy with wind power is the equivalent of planting 450 acres of trees, which absorb carbon dioxide.

Santa Fe's Whole Foods gets its energy from Public Service Company of New Mexico, which has its own wind farm in the southeastern part of the state. The company also buys power from coal-fired generating stations.

Gritt said last year Whole

Foods signed on to PNM's wind farm program, called Sky Blue, to offset half the store's energy consumption with wind power. Whole Foods scaled back its PNM share of wind power to 10 percent and buys the remaining from Renewable Energy.

"One hundred percent of the energy that we use goes back into the grid as wind power," said Whole Foods assistant team leader Ted Donoghue.

We're wind powered!

Whole Foods Market® has purchased enough **clean, sustainable American wind** to offset 100% of the electricity used in our Colorado stores, bakehouse and distribution center. **That makes us the largest retailer in Colorado to be 100% wind powered.** We believe that companies, like individuals, must assume their share of responsibility as tenants of Planet Earth.

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**WHOLE
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Whole Foods Market Earth Week



May 2004 calendar of events

at Whole Foods Market Boulder
2905 Pearl Street • 303.545.6611

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

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2 Happy Mother's Day! Culinary School of the Rockies is a great place to learn the art of cooking! Sit online and check out future classes, www.culinaryschoolrocks.com . A great gift for the special mom in your life!	3 YMCA - Membership Appreciation Day! Whole Foods Market and the YMCA - Membership Appreciation Day! Bring a gift to celebrate for free as well as a Special Rate at the Acropolis Center (subject to change). For more information, go to http://ymcaboulder.org/feedback	4 YMCA - Membership Appreciation Day! Whole Foods Market and the YMCA - Membership Appreciation Day! Bring a gift to celebrate for free as well as a Special Rate at the Acropolis Center (subject to change). For more information, go to http://ymcaboulder.org/feedback	5 Happy Cinco de Mayo! Come join us for a great celebration! We will be serving just the hot plate specialties "Tostitos" with homemade authentic Beef Burrito, Chicken, Fish, and vegetable dips and burritos. Live music to enjoy the festive mood!	6 Plate a difference! Group today get 25% off sales will go to Boulder Valley Regional Health Center. http://bvalley.org Taste of the Season A Boulder Tradition! Come join us from 4pm - 8pm to taste the best of Boulder Valley's produce at proceeds (25% plate) help fund various local school programs!	7 Taste of the Season All proceeds will go to The Shining Rock Middle School! The Taste will be served in front of the school 4pm - 8pm \$1 a plate!	8 Whole Foods Market is the proud food sponsor of Kismet! For more information check out http://www.kismetboulder.com
9 Happy Mother's Day! Culinary School of the Rockies is a great place to learn the art of cooking! Sit online and check out future classes, www.culinaryschoolrocks.com . A great gift for the special mom in your life!	10 Rock the Casual • Middle Eastern Dance for adults (18+) • This on week course is held on Tuesday from 7:30 - 9:30pm. For \$60 member or \$75 for non-member. Location: YMCA Boulder Center http://ymcaboulder.org/feedback	11 Rock the Casual • Middle Eastern Dance for adults (18+) • This on week course is held on Tuesday from 7:30 - 9:30pm. For \$60 member or \$75 for non-member. Location: YMCA Boulder Center http://ymcaboulder.org/feedback	12 Floral has arrived! Sign up for a fabulous FREE arrangement from our award-winning Floral Department! Just sign your name up, and the winner gets a \$50 floral bouquet. Every 3rd Wednesday of the month!	13 Happy 10th Birthday Kismet! 25% of today's sales will go to a great local radio station! Taste of the Season All proceeds will go to Mount Elementary School! The Taste will be served in front of the school 4pm - 8pm \$1 a plate!	14 10th Annual East Boulder County Studio Tour Whole Foods Market is a sponsor of the 10th Annual East Boulder County Studio Tour! A self-guided tour of 26 Artistic Studios. For more information, www.bouldercountyartists.com 10am - 4pm	15 10th Annual East Boulder County Studio Tour Whole Foods Market is a sponsor of the 10th Annual East Boulder County Studio Tour! A self-guided tour of 26 Artistic Studios. For more information, www.bouldercountyartists.com 10am - 4pm
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30 Boulder Boulder We give \$1,000 organic tomatoes to get you! Buy, cook, eat and eat! http://www.boulderboulder.com Boulder Creek Festival 10am - 4pm Whole Foods Market is a sponsor to a Boulder Tradition! Come check out our booth at the Boulder Creek Festival! Free admission! 10am - 4pm	31 Boulder Boulder We give \$1,000 organic tomatoes to get you! Buy, cook, eat and eat! http://www.boulderboulder.com Boulder Creek Festival 10am - 4pm Whole Foods Market is a sponsor to a Boulder Tradition! Come check out our booth at the Boulder Creek Festival! Free admission! 10am - 4pm					

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Sign-up

How it Works

Q & A

Our Products

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Team Members!**

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FOODS**
M A R K E T



Whole Foods

Whole People

Whole Planet



Silk Soy Products

- 136 million side panels
- 12 million lids
- 10 million + households
- Co-sponsoring events
- Tie-ins with other wind powered companies
- Press coverage
- Free Silk for new customers



Boulder's White Wave has gone with the wind

Soy-food maker first large firm to blow off coal, gas power

By Heather Draper
ROCKY MOUNTAIN NEWS

White Wave is once again trying to turn the tide.

The Boulder-based maker of soy-food products will become the first large company in the nation to replace all of the electricity used in its manufacturing operations with wind power.

"We're very proud to be a pioneer in this," said Steve Demos, White Wave founder and president. "We'd like every business to take a look at this, but we're demonstrating our commitment regardless of whether anyone else does it."

White Wave initiated its wind energy support program last month by purchasing 20 million kilowatt-hours of green tags, the industry term for wind power credits.

The purchase means the energy White Wave draws from the nation's power grid will be replaced by wind energy, Demos said.

Demands that for power to be produced from renewable sources will cost White Wave about \$300,000 more a year than energy from traditional sources. Those costs won't be

passed on to customers, Demos said.

White Wave has committed to that amount for three years, but Demos hopes to "continually increase the amount we spend proportionate to the energy we use."

The nation's power grid is fueled mostly by coal and natural gas. Less than 2 percent of electricity is generated from renewable sources such as wind or solar power, according to the Environmental Protection Agency.

"Conventional electricity generation is the nation's single-largest industrial source of air pollution," said Kurt Johnson, director of the EPA's Green Power Partnership. "White Wave is the largest U.S. company to purchase 100 percent new wind power for all of its operations, providing an outstanding example of environmental leadership."

According to the EPA, White Wave's purchase of wind power will save approximately 31 million pounds of carbon dioxide emissions each year — equivalent to taking 3,500 cars off the road.

This isn't the first time White Wave has committed to a socially responsible cause. The company's very founding in 1977 was socially responsible in that Demos committed to use only organic, nongenetically modified soybeans in his products.

Draper is a Rocky Mountain News reporter at 303.440.5494.

ENERGY

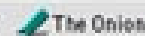
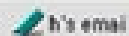
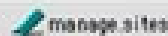
White Wave goes into the wind

White Wave, a Boulder-based maker of soy-food products, will become the first large company in the nation to replace all of the electricity used in its manufacturing operations with wind power. **DR**



<http://www.silksoy.com/>

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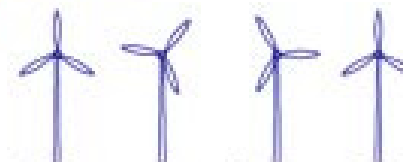
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Photo courtesy of National Renewable Energy Laboratory

White Wave receives some of its electricity from this wind farm near Interstate 80 in Wyoming between Arlington and Laramie. The company plans to use wind power for all its manufacturing and operations.

White Wave lifted by wind

By Kausalya Sathurishi
For the Camera

White Wave wants to ride with the wind.

The Boulder-based maker of Silk soy milk announced Wednesday that it has purchased 20 million kilowatt hours of wind power credits to meet its manufacturing and operations needs.

"It is a fulfillment of some of our social responsibilities to

"We hope that the example White Wave has set by buying green power will be followed by others in the industry."

Kurt Johnson
director of the U.S. Environmental Protection Agency Green Power Partnership

sustain a highly profitable business," said Steve Demos, founder and president of the soy foods company.

White Wave plans to use wind energy for all its manufacturing and operations, De-

mos said.

Wind energy, which costs about 3 to 5 cents per kilowatt hour, is cited as one of the most cost-effective renewable energy resources, according to the U.S. Department of En-

ergy.

White Wave purchased the wind power credits, also known as green tags, from two local renewable energy vendors, Renewable Choice Ener-

Please see WIND on 4E





Co-sponsored events

- Silk product demos
- On-stage appearances with all wind powered sponsors
- Participation with other wind powered companies





Conclusion

- Need to focus on benefits of communication
- Help your clients achieve their goals
- Keep up the great work!



Thank you

Quayle Hodek

President

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